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LEADERSHIP

Certificate Programs



VILLANOVA
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**Professional Education
Certificate Programs
2005-2006 Catalog**

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800-571-4938



LEADERSHIP Certificate Programs

Inspire, Motivate and Influence Others — Be a Leader!

Times have changed. Today's leader understands that people are people. Most workers respond more positively to reason and inspiration rather than to orders. Great leaders can help employees stay plugged in, and be more responsive and proactive, given the right set of tools and techniques.

As a potential leader, you can gain the skills to encourage and empower your workforce to be their best through Villanova University's online Leadership certificate program. These comprehensive courses offer professionals valuable techniques to help guide their company to success through positive interaction with their workforce.

Obtain critical leadership concepts through vital online business courses, including *Strategic Organizational Leadership* and *Finance and Accounting for the Non-Financial Manager*. Participants can earn a **Master Certificate in Organizational Leadership** by completing the courses above and one other Villanova University Professional Education online elective. Earning a master certificate demonstrates a solid understanding of core business and leadership skills, and also illustrates an employee's career dedication.

Who Should Enroll?

Villanova's online Leadership certificate program is designed for: 1) corporate professionals interested in taking on leadership roles within their organizations, 2) managers and other leaders with demonstrated skills who desire to improve their leadership abilities, and 3) those who want to gain responsibility in leadership development.

Play a Crucial Role within Your Organization

Leaders establish the behavioral tone of the workplace. Above all else, they institute and embody the genuine values of the organization and its relationships with customers, suppliers and partners. Villanova University's online Leadership certificate program helps professionals gain vital leadership skills that can be used *immediately* on the job to create a high-performance workforce and increase bottom-line results. Professionals can take individual courses to gain vital leadership concepts and methods, or completely enhance their skill-set with the multi-course **master certificate** track.

**"There is no more powerful shaper of behavior
in the organization than the behaviors of those in
leadership positions."**

*Alan Weiss, PhD
The Modern Leader's Role
from Innovative Leader**

SUPERIOR ONLINE LEARNING



Anytime, Anywhere, 24/7

Online Streaming Video Lectures

Bring your PC to life and the classroom to you, with an educational experience that no other Internet program can match! You will actually watch and listen to the very same professionals who teach on-campus as they deliver lectures and course material online — *when and where it's convenient for you!*

Collaboration Tools

- 2-way voice-over IP
- Instant messaging
- Shared virtual whiteboards
- Chat rooms
- Internet message boards
- Email

3 Ways to Enroll

Call: 800-571-4938 (+1 813-612-4296)

Click: www.VillanovaU.com

Mail: 9417 Princess Palm Ave.
Tampa, FL 33619-8313

Classes Start Monthly



Master Leadership Fundamentals to Improve Workplace Relations

The Complete Package

Together, *Strategic Organizational Leadership* and *Finance and Accounting for the Non-Financial Manager* help professionals get ahead in today's volatile business environment. For employees seeking advanced knowledge and management skills, Villanova University has combined these specialized courses into one complete package.

Strategic Organizational Leadership

While some individuals might seem to be "natural-born leaders," success as a leader is not limited to a chosen few. The truth is that leadership skills can be developed and many people are capable of becoming effective, successful leaders. This course is designed to help you become a successful leader even if you've never played a leadership role. During this course, you will learn proven leadership strategies, and gain the tools and key techniques to enhance your individual leadership practices, and those of your organization.

Finance & Accounting For the Non-Financial Manager

The course helps mid to upper-level managers from various disciplines discover how financial data is generated, reported and used for decision making. Participants will develop the financial skills necessary to evaluate proposed business projects, analyze company performance, and apply finance and accounting principles with confidence.

Become an Expert—Earn a Master Certificate!

With Villanova University's Master Certificate in Organizational Leadership online professional certificate program, professionals can become highly productive managers and leaders within their organization. Participants will learn strategies used daily in a corporate environment including fiscal responsibility, employee communication and leadership principles. Earning a Master certificate demonstrates complete dedication to leading the critical change that sustains and propels organizational success.

Participants must complete three programs—*Strategic Organizational Leadership*, *Finance and Accounting for the Non-Financial Manager* and one additional Villanova Professional Education online elective. Each eight-week program, provides valuable skills that can be applied *immediately* at work. Professionals earning a Master Certificate in Organizational Leadership have an innate desire to make a powerful impact within their corporation.

Leadership Master Certificate

Figure 1



**Electives include *Human Resource Management*, *Six Sigma Green Belt*, *Essentials of Project Management*, *Project Management for IS/IT Professionals*, *Essentials of Commercial Contract Management*, *Essentials of Government Contract Management*, *Lean Six Sigma*, *Essentials of Business Analysis* and *Essentials of IS Security*.

VILLANOVA UNIVERSITY



Villanova University was recently ranked the #1 University in the North for the 15th time by *U.S. News & World Report**.

Founded in 1842, Villanova University is located in Villanova, PA (just outside of Philadelphia) on a beautiful 254-acre, tree shaded campus. Villanova University is a traditional, accredited, long standing university with over 82,000 alumni, NCAA Division I athletic teams, unparalleled academic and technical support and an outstanding full-time faculty, 90 percent of whom hold the highest degree in their field.

Villanova University is accredited by the Middle States Association of Colleges and Secondary Schools.

Villanova University offers a variety of online certificate programs in various disciplines: *Project Management*, *Six Sigma*, *Contract Management*, *IS Security*, *Business Analysis*, *Human Resources*, *Leadership* and *Finance and Accounting for the Non-Financial Manager*.

* Best Universities – Master's, North Region category

Tuition Assistance

Many companies recognize the need for their employees to enhance their skill base and advance their education by providing tuition assistance. Financial Aid programs are also available to you. For more information, please contact your HR Department or call

800-571-4938

Corporate programs are available.



Certificate Course Descriptions & Tuition

Strategic Organizational Leadership

This eight-week online program is designed to help professionals develop a leadership toolkit that can be applied at work immediately to become a highly productive leader, along with the skills to implement action plans for applying best practices within your own organization.

Key Topics:

Understanding Focus and Alignment

- The five components of strategic planning
- Values
- Vision
- Mission

Leadership Philosophy

- Leadership characteristics and principles
- Leadership philosophy
- Developing your leader's compass

Lessons from the Top

- Lessons from top business leaders
- Defining leadership success
- Characteristics of successful business leaders
- The six core principles of doing the right things right

Decision Making

- Decision, quality and commitment
- Decision-making process — instilling creativity
- Participative decision making
- Situational models and decision effectiveness

Implementing Change

- Avoiding common mistakes
- Leading change
- Eight-step method for implementing change
- Reducing resistance, gaining commitment and communicating change

Creating A Learning Organization

- Defining a learning organization
- The five disciplines
- Key ingredients for organizational learning
- Creating an individual development plan

Developing an Ethical Organization

- Better ethics for better business
- Leaders of character
- A Framework for moral reasoning

40 PDUs, 4.0 CEUs **Price** \$1,980

Finance and Accounting for the Non-Financial Manager

This eight-week fundamental course is designed for professionals who are either new to financial concepts or who wish to update their knowledge of basic finance and accounting. Professionals will discover how financial data are generated, reported and used for decision making, analysis and valuation.

Key Topics:

- Understanding the role of finance and accounting
- Corporate and individual taxes
- The foundation of accounting
- Making strategic financial decisions
- Making tactical financial decisions
- Working capital management
- Designing cost systems
- Evaluating managerial performance
- Personal financial management
- Applying the course content

60 PDUs, 6.0 CEUs **Price** \$1,980

Master Certificate in Organizational Leadership

Be an authority and a true leader! Earn a Villanova University **Master Certificate in Organizational Leadership**. Participants must complete three courses:

Required:

Course #1: Strategic Organizational Leadership

Course #2: Finance and Accounting for the Non-Financial Manager

Course #3: choose one of the following electives:

- Human Resource Management
- Six Sigma Green Belt
- Essentials of Project Management
- Project Management for IS/IT Professionals
- Essentials of Commercial Contract Management
- Essentials of Government Contract Management
- Lean Six Sigma
- Essentials of Business Analysis
- Essentials of IS Security

Price \$4,995

Corporate programs are available.
Please call 800-571-4938 for more information.

Prices subject to change without notice or obligation.
Shipping charges for course materials are not included.



Villanova Online Faculty and Practicing Professionals

Courses taught by Villanova University online faculty and staff bring a wealth of knowledge and real-world experience to instructional development and delivery. Their expertise and interactive teaching methods create a dynamic experience where participants use a proven combination of “virtual classroom” tools, online instructor-led discussions and streaming video.

Strategic Organizational Leadership

Nancy Gucwa

Nancy graduated from the United States Military Academy in 1980 as a member of the first West Point class to include women.

Dennis Haley

Following his graduation from the United States Naval Academy in 1967 with a BS in Engineering, Dennis successfully completed Admiral Rickover's nuclear power training program, and served onboard the USS Long Beach, a nuclear powered cruiser.

Mike McDannell

Mike is a 1972 graduate of the United States Military Academy and earned his MBA from Yale University.

Ed Ruggero

After graduating from the United States Military Academy in 1980, Ed Ruggero was commissioned in the United States Army and served as an infantry officer in a variety of positions around the world.

Finance & Accounting

Alan D. Campbell PhD, CPA, CMA, CFP

Dr. Campbell is an adjunct professor of accounting for the Saint Leo University Center for Online Learning in Tampa, Florida.

Thomas R. Robinson PhD, CPA, CFP, CFA

Dr. Robinson is an Associate Professor of Accounting at the University of Miami.

THE UNIVERSITY ALLIANCE



With more than 250,000 enrollments, the University Alliance Online is the nation's largest exclusive e-Learning provider of degree and certificate programs from accredited universities. Members of the University Alliance Online (www.UniversityAlliance.com) include Villanova University, University of Notre Dame, Tulane University's Freeman School of Business, Thunderbird — The Garvin School of International Management, University of South Florida, Nova Southeastern University, Regis University, Florida Institute of Technology, The University of Scranton, Saint Leo University and Jacksonville University.

The University Alliance Online works with leading universities to transfer their classroom curricula into dynamic online programs designed to provide you with the optimal learning experience.

To help you achieve your goals, you will be assigned a University Alliance Online Program Representative who will work closely with you to address any non-academic issues. They will also contact you during the term to help you enroll in your next class.

You will develop a close working relationship with your program representative. You are encouraged to take advantage of the full range of services provided.

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